

In Touch

Your input and feedback are very important to the update of the MAG ITS Strategic Plan. Members of the study team are available to respond to any questions or comments about the study.

We encourage you to contact us via phone, e-mail, or visit our website.

Dr. Sarath Joshua, MAG Project Manager
(602) 254-6300
sjoshua@mag.maricopa.gov

Henry Wall, KHA Project Manager
(602) 944-5500
hwall@kimley-horn.com

PROJECT HOTLINE
1-877-471-PLAN (7526)

PROJECT E-MAIL
mag-its@mag.maricopa.gov

Visit our website on the MAG web page:
www.mag.maricopa.gov

To add or change an address, please contact Lisa Burgess at Kimley-Horn and Associates at (602) 944-5500 or e-mail at lburgess@kimley-horn.com

ITS Strategic Plan



302 North 1st Avenue, Suite 300
Phoenix, AZ 85003

This newsletter is the first of four informational pieces that will be distributed as part of the MAG ITS Strategic Plan Update. This issue provides an overview of the project and regional ITS achievements. Future issues will provide status reports and project findings as the study progresses.

ITS Strategic Plan Update



MISSION: To plan, implement and evaluate appropriate ITS technologies consistent with the national ITS program that address regional goals and objectives of the transportation users.

VISION: Enhance the quality of life in the MAG region by applying technology and information sharing to improve the inter-modal transportation system.

Intelligent Transportation Systems (ITS) have become an integral part of the surface transportation system in the metropolitan Phoenix area. From freeway ramp meters and variable message signs, to coordinated signal timing and computer-aided dispatch for transit fleets, local agencies are turning to high-tech tools to better manage day-to-day traffic demands on the region's roadways.

Over the past decade, Arizona has made a substantial investment in ITS technologies to make traveling safer and more convenient. The region has received international recognition as a leader in the deployment and operations of regional traffic management and traveler information systems. Continued growth places more demands on the area's transportation system...and a cost-effective plan is needed to expand the region's existing ITS infrastructure and capabilities to address this demand well into the next century.

The Maricopa Association of Governments (MAG) has taken a leadership role to update the region's ITS Strategic Plan originally completed in 1995. For the Update to be effective, it must address local transportation needs, as well as comply with Federal requirements of the National ITS Program.

Project Goals

The 12-month study will result in a "roadmap" for deploying ITS projects and programs in the MAG region for the next 20 years. The following are some of the key elements that will be identified or developed during the Update:

- ◆ *ITS Projects to be deployed over the next 20 years to meet regional transportation needs;*
- ◆ *A System Architecture to show how all of the systems, subsystems, and field elements work together;*
- ◆ *A Regional Telecommunications Plan;*
- ◆ *An Implementation Plan for short-, medium-, and long-term ITS deployment; and*
- ◆ *Operational and Implementation Strategies to outline agency roles, responsibilities, and resources needed to support long-term ITS operations in the region.*

Stakeholder involvement is the foundation for the MAG ITS Strategic Plan. Your input and comments are important to the success of this project, and this newsletter provides information about how you can get involved.

Project Team

The consultant team of Kimley-Horn and Associates, Inc., TranSmart, Cambridge Systematics, and RH & Associates is working with MAG and the Regional ITS Stakeholders Group (RISG) to prepare the Strategic Plan Update. The following is a list of RISG members:

Jim Book, City of Glendale
Tom Buick, Maricopa County
David Cowley, AAA Arizona
Jim Decker, City of Tempe
Mike Frisbie, City of Phoenix
Alan Hansen, FHWA
Steve Hogan, City of Scottsdale**
Sarath Joshua, MAG*
Brian Latte, City of Chandler
Scott Miller, RPTA
Scott Nodes, City of Peoria
Ellis Perl, City of Surprise
Alan Sanderson, City of Mesa
Gary Thomas, Town of Gilbert
Richard Traill, Phoenix Aviation
Tim Wolfe, ADOT

* Project Manager ** Chairman

ITS Timeline

ITS is already at work in the MAG region. Since the mid-1980's MAG and its partner agencies, the Arizona Department of Transportation (ADOT), and Federal Highway Administration (FHWA) have championed the deployment of ITS to meet the growing demands on the region's transportation system. These efforts have earned the MAG region international recognition as a showcase for ITS technologies and programs that work. Furthermore, the cooperative spirit in which agencies throughout the region approach ITS provides a solid foundation to expand the system.

1985

ADOT conducts a feasibility study for technology solutions to regional transportation and mobility issues.

1988

The term "IVHS," Intelligent Vehicle Highway Systems, is coined. IVHS refers to the application of advanced technologies and communication systems for traffic management and traveler information.

1988

ADOT begins efforts to design the first phase of a metropolitan freeway management system on I-10 and I-17 in Phoenix.

1991

USDOT establishes the National IVHS Program.

1992

ADOT establishes the IVHS Research & Development Program.

1994

IVHS is replaced by "ITS," Intelligent Transportation Systems. This new acronym supported multi- and inter-modal systems, urban and rural transportation networks, and applications for highways as well as arterials.

1994

MAG and ADOT co-sponsor the RHODES project, the next generation "smart" traffic controller. It is the first R&D project in the nation to be funded by a planning agency. The MAGIC Advanced Traffic Management System Feasibility Study is completed. This study brought together ADOT, Maricopa County, Regional Public Transportation Authority, and several cities in the MAG region to identify improvements to regional traffic signal coordination and overall mobility.

1995

The MAG Regional Council adopts the Regional ITS Strategic Deployment Plan, developed by

public/private partnering, adds new information dissemination channels, begins equipping "smart corridors" on key arterials in the



Maricopa County. The first phase of the Phoenix area Freeway Management System goes on-line. The FMS instrumented 29 miles of centerline metropolitan freeways with closed-circuit television cameras, variable message signs, ramp meters, and detectors. The FMS is centrally controlled from ADOT's Traffic Operations Center, 24-hours a day, 7-days a week.

1995-Present

The cities of Tempe, Scottsdale, Phoenix, and Mesa begin to upgrade their computer controlled traffic signal systems to provide better throughput and regional mobility.

1996

AZTech is selected as one of four model deployment programs in the nation. AZTech's mission is to develop a regional, integrated traveler information system for the Valley. Building on the existing ITS infrastructure in the region, AZTech expands communications capabilities, focuses on



region, and provides for more integration among agencies to share information. Transit authorities begin incorporating ITS technologies in their fleets, including "smart card" payment systems and global-positioning satellite tracking systems.

1998

The first ITS projects are programmed as part of the regional Transportation Improvement Program. The Cities of Phoenix and Tempe begin to explore ITS opportunities to better help manage traffic during special events, including innovative parking management, traffic control, and integrating with other regional systems.

1999

MAG establishes a funding category to support the ITS program with federal CMAQ funds. The regional ITS program grows to 31 projects to be launched by member agencies by the year 2003. MAG develops a rating system for ITS projects. MCDOT begins to develop a method to mainstream ITS infrastructure into its Transportation Improvement Program. MCDOT opens its new Transportation Management Center.

"FOCUS" on Local Issues

Input from area residents, business owners, and public officials is critical to identifying the transportation needs and issues of the MAG region. With a clear understanding of the issues important to the local transportation users, effective ITS solutions can be identified and incorporated in the plan.

Four focus group workshops will be held in October and November. Each workshop will include a presentation about ITS and its applications in the MAG region. The key element of the workshop will be an interactive brainstorming session among the participants and the study team – your input is very important!

The team needs to identify arterial and freeway transportation needs from a wide range of perspectives – commuters, pedestrians, emergency services personnel, transit patrons, commercial vehicle operators – anyone who uses the transportation system for day-to-day activities. These needs will form the basis for the technology identification and recommendations to be included in the final MAG ITS Strategic Plan.

Please mark your calendars to attend one of the following workshops:

October 26, 1999 • 10am-noon

MAG Offices, Saguaro Room
302 N. 1st Ave., Phoenix
Who should attend? City, county, regional, state, and federal agencies

November 2, 1999 • all day

YWCA Leadership Development Center
9440 N. 25th Ave., Phoenix
*This focus group is for attendees of the ITS Arizona Sixth Annual Conference

November 17, 1999 • 6:30-8:30pm

Arizona Builders Alliance
2702 N. 3rd Street Suite 2020, Phoenix
Who should attend? EVERYONE.

This workshop is open to the public, as well as any stakeholder who could not attend the previous meetings.

November 18, 1999 • 10am-noon

Rural Metro
4141 North Granite Reef, Scottsdale
Who should attend? *This focus group will be held in conjunction with the PSAP meeting. All emergency services and public safety personnel are encouraged to attend.

For more information about the focus group workshops, contact Lisa Burgess at Kimley-Horn and Associates, Inc. by telephone at 602-944-5500 or e-mail at lburgess@kimley-horn.com.

CALENDAR

Focus Group Workshops

(see article for times and locations)

October 26, 1999

November 2, 1999

November 17, 1999

November 18, 1999

Regional ITS Stakeholder Group Meetings

October 20, 1999

December 15, 1999

January 19, 2000

All RISG meetings will be held at the MAG offices
10:15am to noon
302 N. 1st Avenue, 2nd Floor
Phoenix, Arizona

ITS Arizona Sixth Annual Conference
"What's Next? The Future of ITS"

November 2, 1999

YWCA Leadership Development Center
9440 N. 25th Avenue
Phoenix, Arizona

Registration required. Contact Tom Fowler at (602) 906-1335 or tfowler@kimley-horn.com

Even if you can't
attend one of
the focus group
workshops,
you can provide
valuable input to
the study team.

Simply fill out
the questionnaire
in this newsletter,
fold over,
and mail.

Your responses
will be catalogued
and included
as part of the
needs assessment.

NEXT ISSUE:

Project Update

Summary of
Regional Needs

User Services/
Market Packages

Public/Private
Partnerships